

Blue Highway Logo
Signs to Include
"Attractions"



- Notification of Public Hearing - Transportation Rule for the Specific Information Sign Program **November 14, 2006**

Governor Doyle recently signed legislation authorizing blue highway signs for tourism attractions and the Department of Transportation (DOT) was directed to draft administrative rules to govern the program. This legislation allows blue highway signs to display the word "attraction," along with "gas", "food", lodging", "camping" and allows a sign mounted on the specific information sign to identify the attraction.

The DOT will hold a public hearing on the draft rule on **Tuesday, November 14, 2006** at 10:30 a.m in Room 144b at the Hills Farms State Office, Madison. Businesses hoping to get a sign or be added to an existing sign will want to review the draft rule and provide their comments to the DOT prior to the close of business on November 14th. The public hearing is the opportunity for small business to voice their concerns about a rule *before* the rule is submitted to the legislature. Comments received electronically through the DOT website bear the same weight as those received at the public hearing. The rule (TRANS 200) and information on how to provide electronic comments can be found at:

<http://www.dot.wisconsin.gov/library/research/law/rulenotices.htm>

Business Types Designated as Attraction Sites

Cultural	Retail Tourism	Recreational	Nature	Other
Art/Craft center/shops Gallery Museum Historic Sites/Building Historic District Religious sites or Shrines	Agribusiness Bicycle Rental Brewery (with tour) Winery (with tour) Farm Market Farmers Market Flea Market Antique Shop Candy Store (Primary Business) Cheese Factory Ice Cream/Yogurt shop	Amphitheater Amusement Park Aquarium Arboretum Ball Parks Boat Tour Botanical Gardens Civic Center Coliseum Concert Hall Equestrian Center Fairgrounds Ski Resorts Golf Course Hall of Fame Hot Air Balloon Rides Live-Performance Theatre Marina w/boat rental Pavilion Race Track Theme Park Stadium Water Oriented Business Zoo/Petting	Beach Cave Orchard Park (Privately Owned) Pick-your-own fruits/vegetables Trails Wildlife Refuge Game Farm	Casino/Bingo Hall Farm Tour Factory Tour Ferry

This announcement has been sent to you by the Department of Commerce Small Business Ombudsman. Small business owners are encouraged to voice their concerns on any rule impacting their business in the early stage of rulemaking. To learn more about how the Small Business Ombudsman can assist small business or to review the rulemaking requirements that state regulatory agencies have to small business visit <http://commerce.wi.gov/BD/BD-FAX-0905.htm> or contact Carol Dunn at 608-267-0297 or cdunn@commerce.state.wi.us.